

HOW TO SEND VISUAL-ART PRESS RELEASES TO THE SALT LAKE TRIBUNE

1. We accept information sent via e-mail, snail mail or fax. Email is probably the easiest because we can copy the electronic text into a Trib file, saving us the trouble of retyping it. We prefer written information; please don't call in an oral press release and expect us to write it all down.
2. We run brief listings of current art events (i.e. gallery openings) in Friday's Mix section. We have an assistant, Maria Murguia, who compiles these. You can email her at Mmurguia@sltrib.com. We also run longer blurbs (usually one to three paragraphs) about art news in Sunday's Arts section. I usually compile these. To cover your bases and increase your chances of coverage, it's probably best to send visual-art press releases to three people: me: (griggs@sltrib.com), Maria and our boss, Arts & Entertainment Editor Anne Wilson (801-257-8741; awilson@sltrib.com).
3. If you're trying to publicize an art opening or other time-sensitive event, please send your release at least two weeks before the start of the event. If you send it the day before the event starts, it won't make the paper. Let's say you have an event that begins Friday, Aug. 25. In many cases, we'd want to run an item about it in the previous Sunday's Arts section, which is Aug. 20. And to meet our deadlines, we'd need it by no later than Tuesday, Aug. 15. That's why we ask for two weeks' advance notice.
4. If possible, please include images of the art you're seeking to publicize. Two or three images usually are plenty; if we'd like to see more, we'll let you know. We accept digital images via email or on disc; either is fine. We can also digitally scan a hardcopy of a photo or postcard. Because of space constraints we can't guarantee that we'll run an image with your item in the paper, but we'll try.
5. What to include in your press release:
 - A. The name of a contact person, with their daytime and cell-phone numbers.
 - B. The who, what, where, when and why of the event you're publicizing. Many otherwise fine press releases hurt their cause by leaving out this crucial information.
 - C. A little biographical info about your artist(s) and a description of their work. Sometimes releases just say, "Landscapes by Joe Painter," which doesn't tell us much.
 - D. If possible, a fresh angle on your subject or event. Be creative. Try to identify what about your artist or event is most unusual or interesting and emphasize that in your opening paragraph. We're more likely to write about an artist with a compelling personal story (paintings about his Army tour in Iraq), or an artist who is doing highly original work (metal sculptures of animals made from household tools).
 - E. Don't be afraid to follow up with a phone call or another email -- especially if you believe strongly that your event is newsworthy. Often I get busy or distracted and need a reminder. As long as you are polite, I won't mind. Often I can give you an idea by then what kind of coverage we may be able to provide. Thanks and good luck!!

The following is an example of an ineffective press release:

- Poor format
- Misleading information
- Arrogant tone

Local Painter makes big in NewYork

With the sale of a \$38,000 painting out of Park City, Utah, local Painter Cathi Locati has spring boarded and landed in a New York gallery. The odds? One in a million. Cathi's tenacity and persistence in marketing and sales was the reason she acquired her first 'One Woman Show' and artist reception at the Piermont Flywheel Gallery, February 1-18, 2007 in Piermont, NY. Cathi will open the show with a series of 15 acrylic/oil on canvas paintings titled: "Comfortable in my Skin – A Sign of our Times". This series depicts the double entendre between black skin and white skin tricking the viewer into looking closer and not seeing race or gender first, but our humanness and innate need for each other instead.

In addition to Cathi's exhibit, she is seeking gallery representation or a corporate fundraising/donation event to place a seven foot wingspan, free swinging, multi-media seagull sculpture inspired by The DaVinci Code. This one of a kind sculpture exists as a metaphor for feminine strength and the power of woman and is available for gallery display or as an auction piece for a special event with 25% donated to a charitable group of your choice. Contact Cathi directly at 801-604-4564 or 801-733-6181. For artist biography and more information, email: Cathi@burntpurple.com

The following is an example of an effective press release:

- Clear format
- Contact information at top
- Factual information

Moab Arts Council

For use: NOW through Sept. 1, 2006

Contact: Wendy Newman, (435) 259-8631

wendy@wendynewmanjewelry.com

www.moabstudiotour.com

Moab Artists Open Their Studios to the Public

3rd Annual Moab Studio Tour showcases the area's premier artists for two straight weekends, starting Sept. 1st

MOAB, Utah – August 15, 2006 – Moab's finest artists will have their artwork – and studios – on display during the 3rd Annual Moab Studio Tour, running the weekends of Sept. 2-3 and Sept. 9-10. Studios are open for viewing from 10:00 to 4:00 each day, and feature 16 artists.

"The Studio Tour is a chance for visitors to see local artists and their work in the setting of this red-rock oasis that has so inspired them," says Serena Supplee, one of the featured artists.

The Studio Tour runs concurrently with the Moab Music Festival. To kick off the Tour, there will be a special artist preview beginning 8:30 p.m. at Moab's Star Hall, following the Friday, Sept. 1 Festival concert. Refreshments will be served.

During the Tour, artists will be on hand to demonstrate their work and to answer any questions. Artwork will be available for purchase at the individual studios. Maps to the studios may be obtained at the Moab Information Center and other local businesses.

"Moab is best known as the country's adventure capital, so people have been amazed to see such finely crafted work here," says Wendy Newman, a jeweler and member of Moab Arts Council. Prompted by the growing number of fine artists in the Moab area, Newman launched the Studio Tour in order to expand the number of venues exhibiting their work.

The following artists are among the many featured:

- **Serena Supplee** is a prolific artist who works in oil and watercolor. Her on-location works, depicting the fluidity of stone and light on the Colorado Plateau, have appeared in over 50 one-woman shows. Supplee's work appears in her recent book, *Inner Gorge Metaphors*, and can be seen at www.serenasupplee.com.
- **Wendy Newman** is a lapidary, a metal-smith, and most importantly, a fine jeweler. Prominently placed colored stones combine with high quality gold and silver – and a touch of "modern filigree" – conveying the vast complexities of this beautiful land. Newman's award-

winning jewelry is featured in many galleries and can be viewed at wendynewmanjewelry.com.

- **Jonathan Frank** is a self-taught artist with a distinctive style that has earned him numerous national, state and one-man shows. He interprets Western landscapes in a unique blend of watercolor and black India ink, resulting in clean, bold images. His work can be found at johnathanfrankstudio.com.
- **Page Holland** works are primarily oil on canvas. "Contemporary Western Moab" is a current theme, as well as landscapes of the Colorado Plateau. She has deep roots in Moab, drawing on the ranching, mining and boating lore from the area. She often works en plein aire in watercolor and oils, or is on horseback, jeeping or rafting with a bevy of cameras for reference material for studio pieces. Work can be seen at The Western Image, Moab.

For more information, visit www.moabstudiotour.com.